



## TOWN OF ACTON

472 Main Street  
Acton, Massachusetts 01720  
Telephone (978) 929-6631  
Fax (978) 264-9630  
[planning@acton-ma.gov](mailto:planning@acton-ma.gov)

### Planning Department

#### MEMORANDUM

**To:** Planning Board **Date:** March 31, 2016  
**From:** Robert Hummel, Assistant Town Planner **RH**  
**Subject:** Sign Special Permit #16-04 —133 Great Road

**Applicant:** Batten Bros. Sign Advertising  
**Property Owner:** Lauri Maxner / Brian Billsbury  
**Location:** 133 Great Road  
**Map/Parcel:** F4-69  
**Zoning:** EAV-2  
**Proposed Use:** Sign Special Permit under 7.13 in the Zoning Bylaw  
**Hearing Date:** April 19, 2016  
**Decision Due Date:** July 18, 2016

#### Background

This application that is being heard by the Planning Board is for a Sign Special Permit under Section 7.13 in the Bylaw. Eastern Insurance will be located in the shopping plaza at 133 Great Road. The application that was submitted is for approval for a Wall Sign that exceeds the by right dimensional requirements. The Wall Sign will be located on the front of the building facing the parking lot and Great Road. The subject property and building are located within the East Acton Village 2 (EAV-2) Zoning District.

#### Sign with Dimensions Larger than Otherwise Permitted

The Wall Sign that is being proposed has dimensions in excess of the by right dimensional requirements.

- By-right Wall Sign dimensions - (7.7.4.3) *The maximum width of a WALL SIGN affixed to the exterior wall of a BUILDING in conformance with Section 7.7.2, or to an arcade, canopy, parapet, or gambrel or mansard roof, shall not exceed 1 foot for each 2 lineal feet of wall (\*) up to 30 feet in the Business, Industrial and Office Districts, and 1 foot for each 3 lineal feet of wall (\*) up to 20 feet in the Village Districts. {(\*) The wall front or store front occupied by a business, or the width of the canopy side to which the SIGN is attached.}*
- According to the provided plan submitted by the applicant, the storefront has 21 linear feet of wall area space.
- The maximum width by right under this section would be 7 feet because the property location is in a village zoning district. The Wall Sign proposed for the front of the building is identified as having a width of 10 feet, which does not comply with section 7.7.4.3 of the Bylaw. However, section 7.13.1.2 a) of the Bylaw provides the Planning Board with the authority to grant a Sign Special Permit for a sign that is no wider than one and one half times the maximum width.
- The proposed Wall Sign meets all of the other required dimensions in section 7 of the Bylaw.